

# ATTACHMENT #8

RECRUITMENT

INITIATIVES

(12/01/05 -12/01/06)

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**2006 Equal Employment Opportunity  
Public Inspection File Report  
List of Initiatives**

5. Provide a list and brief description of initiatives undertaken to satisfy the requirement to complete four "menu options" within a two-year period.
  - (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Georgia Public Broadcasting continues to work in collaboration with its internal divisions to establish guidelines and criteria for several new intern programs. We have since increased the internship program to target two field site locations outside of the Atlanta area. These areas involve internships within the Radio Unit in Macon and Rome, Georgia. The Internship teams' efforts to lay a framework for seasonal internships, has proven to be successful for the organization and the students who have participated in the program. In addition, the team's efforts to update procedures and review the organizational needs, have helped to expand the program to other operational areas. The team continues to meet as needed to discuss progress and receive feedback. GPB's internship programs benefit both undergraduate and graduate students as well as high school students, seeking experience and hoping to acquire college credit or explore career goals. Georgia Public Broadcasting's internship opportunities currently include the following areas, Radio, Multi-Media Web Development, Public Relations, Member & Audience Services and Television Production. The GPB internship program also includes a program specifically designed to assist in the production of the Lawmakers series each year during the General Legislative Session. Other internship opportunities have included the Apprentice, Volunteer and International Student programs. The organization also actively participates in coordination with the Governor's Internship Program which helps to target students for the Public Relations and Member & Audience Services Areas.

**Radio Internships:** GPB recruits two to three students per semester for this program. Students are selected and trained in broadcast journalism and as music show hosts. The program provides an opportunity for broadcast, journalism and music students to participate in radio production. The radio internship is divided into 3 areas: music production, news production, and new reporting. Interns must be available to work approximately 20 hours per week. These internship opportunities are usually eligible for class credit or student evaluation when coordinated with the interns' colleges or universities.

**Multi-Media Web Development Internships:** GPB has recruited up to six students per semester for this program. The Multi-Media program has developed a tremendous flow of knowledge and experience from interns that began at the onset of the Multimedia Internship program since 2004. After analyzing the internship program in 2006, which sought students that were studying in areas that emphasized Media, Flash, and Dream Weaver as well as other multi-media related technology, an apprentice/intern program was developed. This type of technology tends to cultivate students with a wide range of experience. The newly named Multi-Media Apprentice/Intern program has worked to the advantage of students giving more flexibility and time to work and learn various trades and skills needed for employment. Standard internships are time-limited agreements that last between 12 -15 weeks, depending on school/university requirements. The flexibility of the Apprentice/Intern program allows apprentices to began and complete projects that they started from beginning to end. The program continues to provide support to the GPB web team in all operational areas. Also, the work performed continues to support initiatives within the GPB Television and Education and Technology Services Divisions.

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**Television Production Internships:** GPB recruits two to three interns per semester for this program. This program offers a compensated internship for junior and senior level college students pursuing degrees with an emphasis or interest in television production. The internships provide experience in the many tasks required to produce studio and documentary programs for public television audiences. This includes research, field and studio production and editing. Interns must be available to work approximately 20 hours per week. These internship opportunities are usually eligible for class credit or student evaluation if coordinated with the interns' colleges or universities.

**The Lawmakers Program:** GPB recruits seven interns who cover the activities of the Georgia General Assembly legislative session. This program offers compensated internships for college or graduate students interested in broadcasting, journalism, political science or video production. These internships provide opportunities to research, write, produce and edit stories, as well as gain experience on technical equipment used in the production of a program (i.e., Panasonic News Byte editing system, robotic cameras, Chyron character generator and teleprompter). There are approximately 50 work days depending on the schedule of the legislature. Recruitment is currently under way for the upcoming 2007 session.

**Apprentice, Volunteer and International Student Programs:** This program will continue to create meaningful experiences and training opportunities for college, university and technical college students.

- The Apprentice Program uses public and private sector students throughout the state to capture video footage for use on the GPB Education Television network and GPB website. Students are selected from journalism, film, communications and broadcast programs.
- The Volunteer Program gives students an opportunity to shadow and work with producers, scheduling managers, and studio production and technical teams. These students also participate in the planning and preparation of all facets of a GPB fundraising (pledge) television production. For each pledge cycle, six to eight students are used. Student participation is tied to a classroom curriculum and participants receive class credit.
- The International Student Program creates partnerships with other public broadcasting and non-profit organizations and offers shadowing or work study experience for students traveling abroad interested in the broadcast industry. GPB had one Japanese student interning in the programming and traffic areas for a period of five weeks. This individual was part of an exchange program managed by the Worldwide Academic Corporation studying international business. GPB also had one student from China working one day a week in the Radio News Department, and two students from Iraq shadowing the radio news team on coverage of the Rural Health Project. GPB is currently examining opportunities to sponsor a student for this program.

- (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for a higher-level position.

Through the Human Resources Office, Georgia Public Broadcasting develops, coordinates and provides ongoing in-house training and training that is outsourced to public and private vendors, to assist employees in attaining additional skills to perform overall job responsibilities, attaining higher-level responsibilities or positions. Some areas of training include:

- Microsoft Suite, (Word, Excel, Power Point and Access);
- Visio Professional 2003, is new software training administered to all Division Assistants as a result of an initiative to train staff on how to create and develop organizational charts in an effort to have an accurate look at the strategic make-up of each division.

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- **Project 2000** for administrative and clerical level workers and data entry clerks;
  - **File Management Training** for clerical personnel responsible for archiving and maintaining confidential documents;
  - **Annual Briefing for Administrative Professionals** for clerical assistants and supervisors that provides professional development opportunities for networking, enhancing teamwork and sharing information among colleagues;
  - **Management Training Courses** for upper level management and new supervisors which consist of a two-day class that demonstrates then assesses necessary communication skills required to build rapport, provide feedback and work well with coworkers, supervisors, customers and vendors;
  - **Fundamentals of the Georgia Performance Management Process for Supervisors and Upper Level Management** to train supervisory staff to evaluate employees fairly and to document the process;
  - **Digital Training** for specialized staff responsible for the Business Continuity Planning of the organization in conjunction with the state's required Emergency Disaster Plan;
  - **CPR and Automated External Defibrillators (AED) Training** sponsored by the American Heart Association and American Red Cross to train and certify staff and train employees that work off-site and outdoors such as production crews;
  - **Work Away Training** where employees are selected as coordinators to track and coordinate telework and alternate work site agreements for employees that work condensed work weeks;
  - **FLSA Training** for personnel workers to keep abreast of laws and standards for employees and work schedule requirements;
  - **Graphic Design and Editing training** in the areas of broadcast engineering and production. This includes training in Adobe PhotoShop and Illustrator, digital training classes for staff involved in education, web team, maintenance and satellite engineering, Avid Editing, trouble shooting, and Avid Media Composer;
  - **Personnel Human Resources Conference and Training** for personnel staff to keep abreast of changes within the human resources area;
  - **Essential Skills of Communication Training** for Supervisors to enhance management skills;
  - **HCM Upgrade Delta Training** for personnel staff to learn new databases and software.
  - **Georgia Leadership Institute of the Georgia Merit System, Training Division** provides training courses in pre-supervisory, supervisory and middle manager levels.
  - **Risk Management Workshop** for HR and Procurement staff the focus on worker's compensation, liability and property matter.
  - **Grammar Basics Training** for staff that is required to do a considerable amount of writing for reports and/or presentations.
  - **PM Tool's software training** for new supervisors and managers that need to learn the navigation of the performance evaluation software to evaluate staff.
  - **Human Resources Training** course provided to personnel staff to review policies, procedures and develop strategies to provide better service and information to employees.
  - **Secure Perfect, Wave Reader Security Systems** software training provided to specific staff that will manage, design and implement the use of the security database which includes badges, tracking, monitoring and creating workflow for access right and privileges within the organization.
  - **Executive Level Leadership Training Program** (Georgia Leadership Institute) for executive level directors.
  - **Team Building Training** given by Cameron & Associates, GPBs Employee Assistance provider for staff development.

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- (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Each year Georgia Public Broadcasting participates in at least four job fair/ career day events sponsored by educational institutions designed to promote and encourage career opportunities in broadcasting. Some of these events include:

- UGA Government Career Fair, February 15, 2006
- UGA Winter Institute Journalism & Mass Communications CAREER FAIR, February 21, 2006.
- Clark Atlanta Career Day, February 22, 2006
- Southern Polytechnic State University Career Networking Fair, March 1, 2006
- Metro Atlanta International Personnel Management Associations Fair, March 23, 2006
- Kennesaw University Career & Internship Fair, April 5, 2006
- University of West Georgia Job Fair, April 5, 2006
- GACE College to Career Fair, April 11, 2006
- Latin Association Career Fair, May 9, 2006
- Georgia Association of Broadcasters Macon, Ga. Job Fair, September 27, 2006
- Clark Atlanta University Career Day, September 28, 2006

These events motivate and inform students and the surrounding community about the organization and career opportunities available at GPB in the areas of media, journalism, and communications.

- (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Georgia Public Broadcasting participates in EEO Compliance Training where management level personnel learn new EEO rules and regulations and record keeping procedures to ensure equal employment opportunity and the prevention of discrimination. The Human Resources Office also provides and sponsors annual training sessions for supervisory and management level staff to build supervisory skills to ensure equal treatment of employees. During the Performance Management Evaluation period, supervisors are trained to fairly evaluate employees. The Human Resources Office also provides one-on-one training during the employment evaluation period to ensure supervisors have the tools needed to evaluate employees.